

ABSTRACT

THE EFFECTS OF ENDORSEMENT ON PURCHASE DECISION OF CLEAR MEN SHAMPOO

(Case Study On Economic Faculty Of Lampung University)

By

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In Indonesia, the market competition of hair care product and scalp is quite intense. along with the more of indonesia's people to care about their healthy hair and scalp, not only women but men now also realize the importance of treating the scalp, therefore, PT Unilever Indonesia Tbk launched Clear Men Shampoo. One of the strategies carried out by PT Unilever Indonesia Tbk for Clear Men Shampoo could be choice by Indonesian's men is by doing a promotional strategy through advertising and endowment.

The problem in this research is PT Unilever Indonesia Tbk has not achieving yet the vision of the product which want to be the only one shampoo product mainstay of indonesian men, as it is known that now there are many men in Indonesia who are still using shampoo that formulated for the women scalp and hair.

This study aims to determine The effects of endorsement on purchase decision of Clear Men Shampoo case on economic faculty of lampung university so PT Unilever Tbk can decided the effective marketing strategies. The hypothesis is “the endorsement from celebrities (celebrity endorser) in Clear Men Shampoo ads are has a positive influence on purchase decisions Clear Men Shampoo. ”

Data obtained from distributing the questionnaire by using purposive sampling technique to 88 respondents of Clear Men Shampoo product users in the Faculty of Economics, University of Lampung. The result of descriptive analysis, seen that agree - answer of the question about endorsement with attractiveness variables, trustworthiness and expertise are 36,11% , it means that majority of respondents agree with the statement that endorsement affect students of Economics Faculty Universitas Lampung’s purchasing decisions of Clear Men shampoo.

The result of quantitative analysis by using multiple linear regression analysis whose results are $R^2 = 0.391$ which means that variable X (attractiveness, trustworthiness, and expertise) role each in every additional variable Y (purchase decisions) of 39.1%. From the overall hypothesis test F at 95% level of truth obtained F count > F table which means Ha accepted and Ho rejected. It means that statistically all independent variables jointly influence purchasing decisions.

According to this research the recommended suggestions are PT Unilever Indonesia Tbk could be better in implementing the promotional strategy through advertising

by using endorsement which has a higher attractiveness, trustworthiness and expertise are also better because the three variables that are owned by endorsement is is significantly and partially towards purchasing decisions so the vision of the companies who want become the mainstay of Indonesian men shampoo products can be achieved.